Social Media in the Classroom

Rebecca Johnson, director of instructional technology, eTech
What is social media, really?

- ???
- “Social media includes the various online technology tools that enable people to communicate easily via the internet to share information and resources. Social media can include text, audio, video, images, podcasts, and other multimedia communications.” (Alison Doyle, About.com)
- “The use of technology combined with social interaction to create or co-create value.” (Duct Tape Media)
Three types of implementation

- 1. Fixing a problem
- 2. Matching a tool to your learning outcomes
- 3. Connecting with an authentic audience
Fixing a Problem
Categories of Social Media
Twitter, Wordle, and Chimein

- Solve film screening attendance problem in Medieval Cities of Europe class--80 students
- 10 Twitter accounts, students expected to Tweet during screenings
- Wordle employed to give a general sense of how the film had been received
How did the Twitter/Wordle experiment go?

- Between 75-80% attendance on film screening days
- Approximately 3 tweets per student per screening
- Did students like this approach?
ProfHacker and the Back-up Plan

- Faculty member had structured the class around Storify
- Storify encountered unfortunate technical difficulties
- Turned it into research project on various digital archiving tools
- [ProfHacker story](#) on digital curation/archiving
Matching a Tool to Your Learning Outcomes
How to choose a tool

Andrew Churches, from http://edorigami.wikispaces.com/
What is Bloom's?

• Progress through the degree program
• Progress through the course, and even individual assignments
• Even in a 100-level course, finding ways to edge students up the scale--clicker questions
Finding an Audience

• And so what might happen? Let's check out Derek's [Prezi](http://derekbruff.org/blogs/fywscrypto/2012/08/22/fall-2012-edition/).
Social work and Collaborative work

- Wikis in Blackboard Learn
- Anthropology multisite blogs
Blog Advice from an Anthropologist

• Have only a few students in the class write blog posts each week; other students should comment

• Encourage linking among posts when relevant

• Use images to keep posts light and readable

• Use categories and tags to make the posts searchable (handy for the linking)

• Gussy things up with photos, bios, witty titles

• Will try with undergrads next semester
Resources

- [http://edorigami.wikispaces.com/](http://edorigami.wikispaces.com/)
- [derekbruff.org](http://derekbruff.org)
- [https://blogs.commons.georgetown.edu/bassr/teaching-courses/](https://blogs.commons.georgetown.edu/bassr/teaching-courses/)
- [http://www.educause.edu/annual-conference/2012/it-core-academic-competence-sponsored-pearson-platinum-partner](http://www.educause.edu/annual-conference/2012/it-core-academic-competence-sponsored-pearson-platinum-partner)
- [http://www.ted.com/talks/clay_shirky_how_cognitive_surplus_will_change_the_world.html](http://www.ted.com/talks/clay_shirky_how_cognitive_surplus_will_change_the_world.html)